

**In the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1. (Currently Amended) An organic electroluminescent display, comprising:  
~~a transparent display~~ an organic electroluminescent display (OLED) panel;  
a reflective sheet; and  
a brightness regulating film for light transmission between the ~~transparent display~~ organic electroluminescent display panel and the reflective sheet.
  
2. (Currently Amended) The display as claimed in claim 1, wherein the ~~transparent display~~ organic electroluminescent display panel further comprises:  
a transparent substrate;  
a first transparent electrode over the transparent substrate;  
a light-emitting layer over the first transparent electrode; and  
a second transparent electrode over the light-emitting layer.
  
3. (Original) The display as claimed in claim 2, wherein the light-emitting layer is an organic electroluminescent film.
  
4. (Original) The display as claimed in claim 1, wherein the brightness regulating film is an optical slit to control light transmission from the environment.

5. (Original) The display as claimed in claim 4, wherein the brightness regulating film is made of electrochromic material or liquid crystal capable for controlling light transmission thereon by adjusting current applied thereto.

6. (Original) The display as claimed in claim 1, further comprising a photo sensor to detect light intensity of the environment.

7. (Original) The display as claimed in claim 6, wherein the brightness regulating film adjusts the light transmission intensity from the environment according to a light intensity of the environment detected by the photo sensor.

8. (Original) The display as claimed in claim 1, wherein the brightness regulating film adjusts a light-transmitting mode thereof by controlling current intensity applied thereon according to a light intensity of the environment as detected by the photo sensor.